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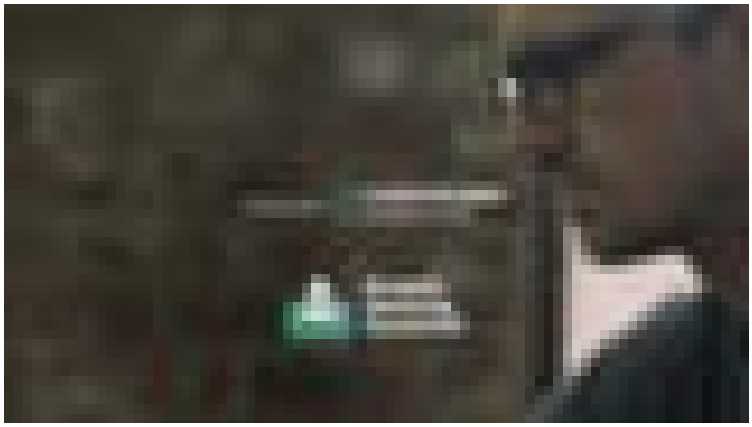
3 DISCIPLINES OF GROWTH HACKING – MARKETING

Topic Progress:



As I've mentioned, growth hacking is really the combination of:

traditional marketing + psychology x technology

When you merge these three disciplines together, you can tap into tried-and-true psychological triggers and marketing tactics that are proven to work, and multiply them using the power of modern technology to achieve exponential results.

In this lesson, I'm going to talk about the first discipline of growth hacking: **Marketing**.

The 4 P's of Marketing

- Product
- Place
- Price
- Promotion

Now while you don't necessarily need to have a background in marketing in order to be a growth hacker, it's important to understand the fundamentals of the 4 P's, so that you can tweak them using the growth hacking strategies I'll show you throughout this course.

RESOURCES & LINKS

- ***The 4 P's of Marketing Mix and how to master it in today's world***

(updated with example and template)

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